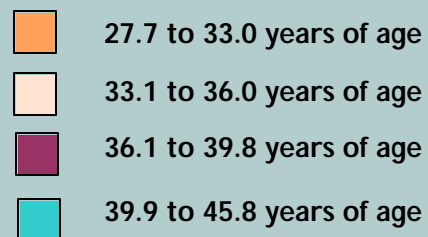
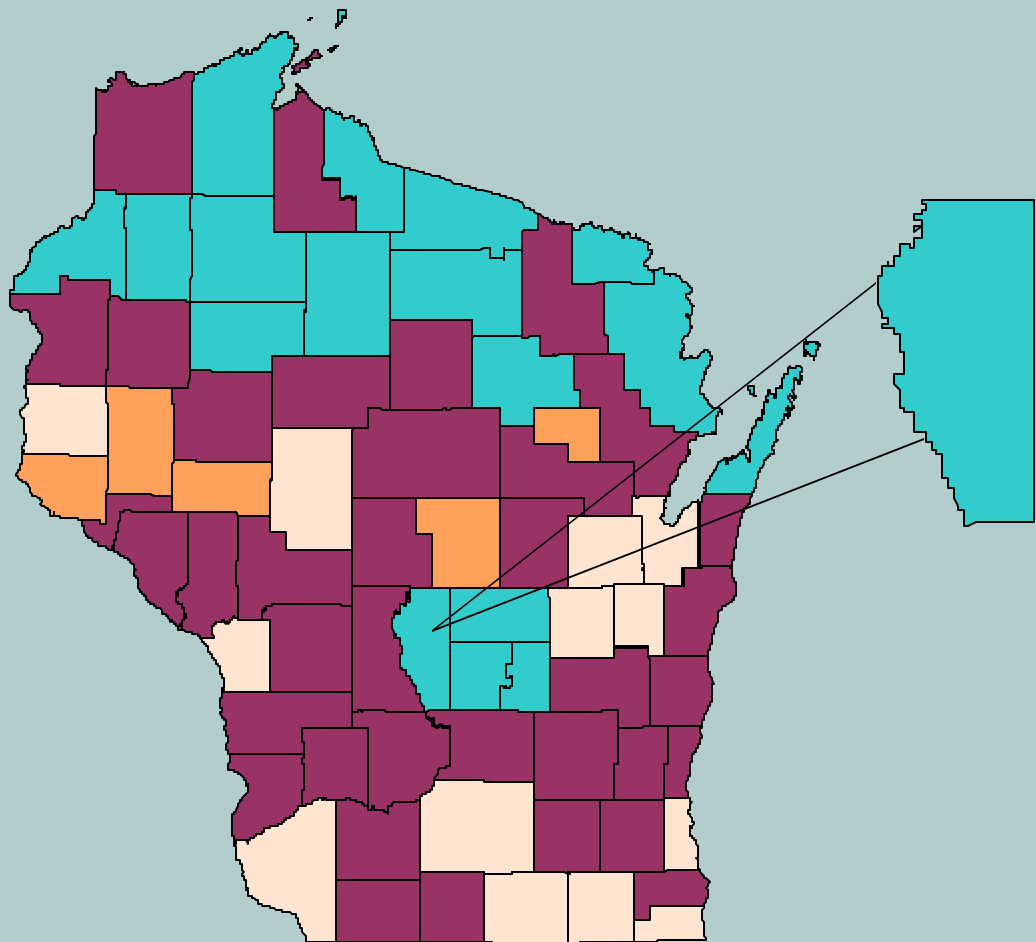


Adams County

Workforce Profile

Median Age by County, 2000



Source: Census 2000 of the United States

Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

Adams County's population increase from the 1990 census was about 4,200 people, or an 27 percent increase, which was the debatably the fastest county growth in Wisconsin; debatable because 2000 census figures have been revised upwards by the state Department of Administration since the original data release. Adams County's population increased by less than one percent between 2000 and 2001 though this increase was a bit higher than both that of Wisconsin and the United States.

Adams County's population increased about 28 percent between 1990 and 2001. A quick glance at the population growth of some of the towns in the county shows healthy increases even in the smaller municipalities. The average town in the county is about 800-1,500 people. The Town of Rome is almost exactly 2,700. Adams County has gained a minor reputation in the last 15-20 years for being a retirement area in the central part of the state. Census figures project an increase in the older end of the population in the years to come. For example, between 1990 and 2000, Adams County saw some of the biggest jumps in the Wisconsin River Valley district in population for those over 40 years, the largest being 40-54 (over 48 percent).

This trend will probably continue in the years to come in this county. One of the important effects of this "aging" of the Adams County population is that we will see a growth in services that tend to cater to an older group of people. For example, one may see from the table on page six that there are several facilities in the county created to serve elderly individuals requiring medical care, or supervision. Other services, such as shuttle buses that one would not expect to find in a rural area, also exist here.

There has been a steady growth, or "spillover", of population into Adams County from Wood County, due to normal urban expansion from that direction, and this may account for some growth spurts in Adams County. It would be interesting to know how many workers travel into Wood County from Adams each day for work, but the most recent information on commuting patterns (derived from 2000 Census data) is not yet available. However, based on previous figures, it could safely be estimated to be over 700 workers per day.

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Adams County	19,920	20,072	0.8%

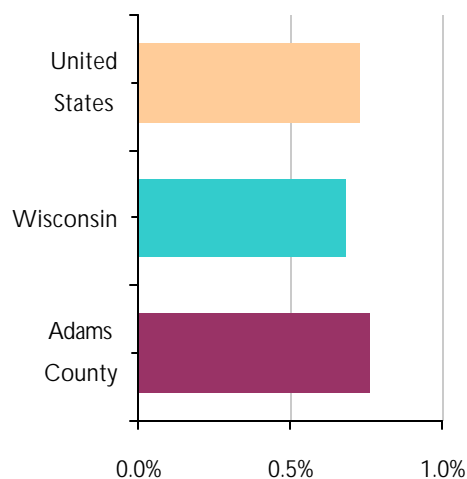
Ten Largest Municipalities

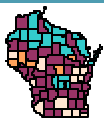
Rome, Town	2,656	2,700	1.7%
New Chester, Town	2,141	2,120	-1.0%
Adams, City	1,831	1,831	0.0%
Dell Prairie, Town	1,415	1,432	1.2%
Preston, Town	1,360	1,377	1.3%
Adams, Town	1,267	1,271	0.3%
Easton, Town	1,194	1,204	0.8%
Quincy, Town	1,181	1,199	1.5%
Springville, Town	1,167	1,182	1.3%
Strongs Prairie, Town	1,115	1,123	0.7%

* Adams portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001





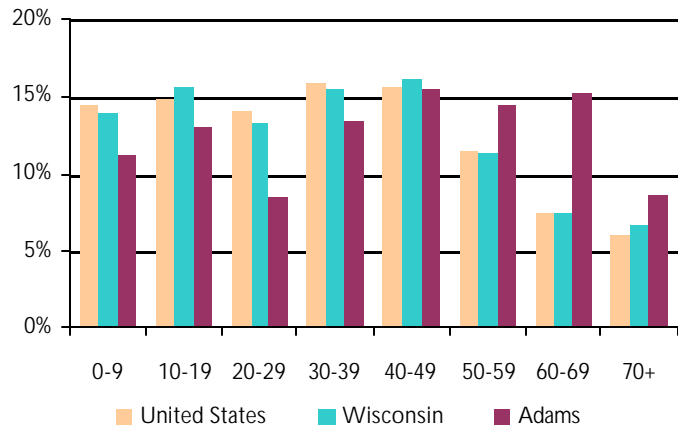
State of Wisconsin - Adams County

The labor force is composed of two elements-people who are working (either full time or part time) and people who are not working, but looking for work. These may be first time entrants, workers released from their last job and seeking another, or those reentering the workforce after a period of time. Typical of the latter category are retired workers returning to work and female workers going back to work after a number of years.

The number of people working in Adams County went up by about 700 between 1996 and 2001. This seems to represent a slowing in job growth in Adams County. By comparison, in the period 1994-1999, the job increase was about 1,100. The biggest losses appear to have taken place in manufacturing, not a strong element in the industrial makeup of Adams County.

As mentioned on page one, Adams County is seen as a minor retirement area by people from as far away as Northern Illinois. The northern portions of the county have also gained the minor reputation of being a bedroom community for the Wisconsin Rapids-Nekoosa area.

2000 Age Group Comparison



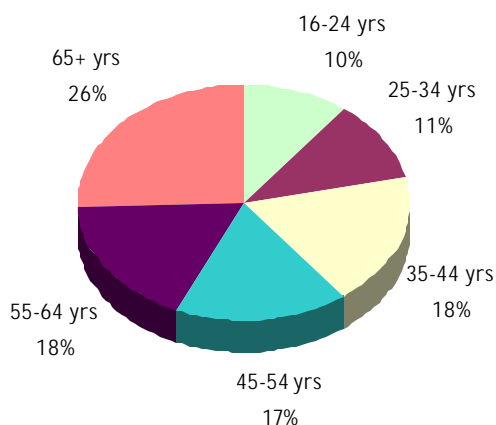
Median age 33.3 yrs. 36.0 yrs. 44.5 yrs.

Source: US Department of Commerce, Census Bureau, *Census 2000*

The age cohorts, or age groups, of Adams County are different than both the state and the nation except for the groups ages 30-39 and 40-49. The youngest, or "pre-labor force" ages are highest for the country as a whole, but in Adams County are the lowest. At the other end of the population spectrum, the older members of the population dominate. Few other areas of Wisconsin present this profile to this extreme extent.

County Civilian Labor Force

Adams County Labor Force Age Groups

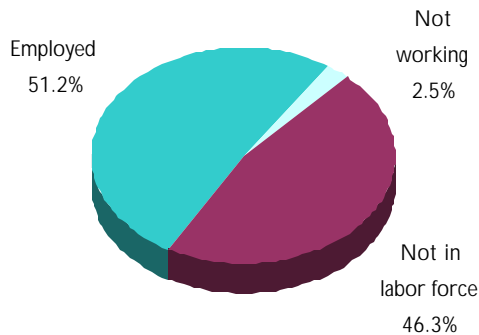


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

If the Adams County Labor force aged population is divided by age into a pie, we can see that the oldest slice is also the largest. The age groups 16-24 and 25-34 combined are still smaller than the oldest one. This tends to point to the graying of Adams County. But, it may not be correct to emphasize just this aspect of the job situation here. The 65+ group is about 26% of the whole, and although it is true that the "ceiling" of the labor force in unknown, it is probably safe to say that a significant number of those people in the oldest segment are not working and have no plans to work. Despite this, the baby boomers are still quite large in number relative to their children's generation and the proportional numbers of younger population are not expected to necessarily grow.

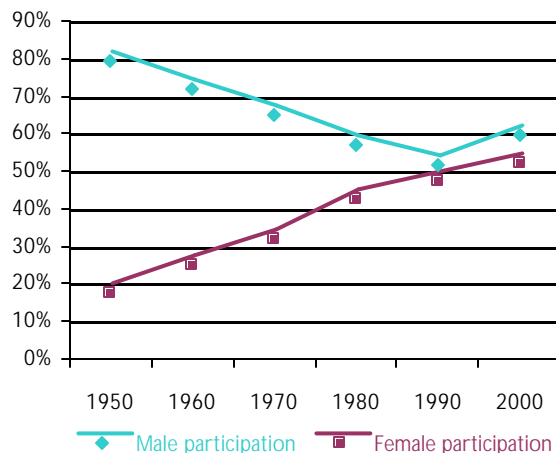


2001 Labor Force Participation



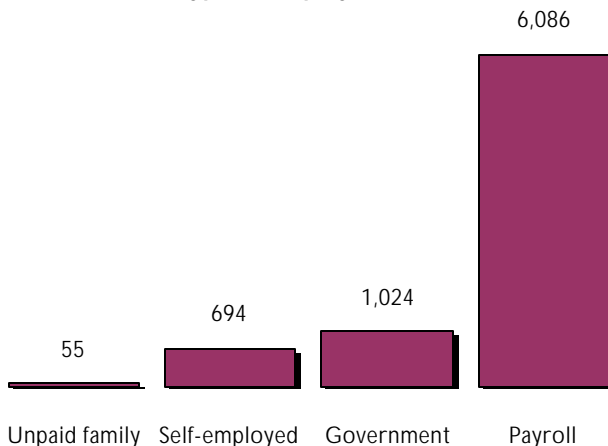
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Just over half of the people in the Adams County population are employed. This could be either full time or part time. This pattern is about the same as other areas of the state. Those in the "not working" segment of the pie chart at the left are seen as in the labor force and looking for work, but were not yet employed. The number of people in the labor force in Adams County went up to 8,100 in 2001 from about 7,400 in 1996. As mentioned elsewhere in this publication, Adams County is seen as a minor retirement area.

The term used to describe the relationship between the labor force and population is the labor force participation rate. The 40-54 aged segment of the labor force is one of the fastest growing, and was also the largest in Adams County not too long ago, but has been overtaken by the 65+ group. But, this eldest segment is largely out of the workforce, whether voluntarily or otherwise. The middle age group tends to have the most stable and highest paying jobs, and therefore often the highest income level.

An interesting phenomenon occurring in Adams County and elsewhere as well, is the growing number of women entering the labor force. This movement, which began in earnest during WW II, has been increasing strongly since the early 1950's as more women of all ages entered the workplace for both part- and full-time work. In about 1990 or so, the number of women participating in the labor force was nearly equal that of males. Male rates of participation stood at about 80 percent in in the post war years and have declined to about 60 percent in the recent past. This level of decline is fairly uncommon in other Wisconsin Counties, where the rate is more steady and a more horizontal line on the chart through the years. The increase everywhere in female participation rates is fairly easy to explain in strictly economic terms, but why male participation is occurring is less easy. Part of this may be demographics, part a function of the aging of the population as the baby boomers reach retirement age in recent and the upcoming years.

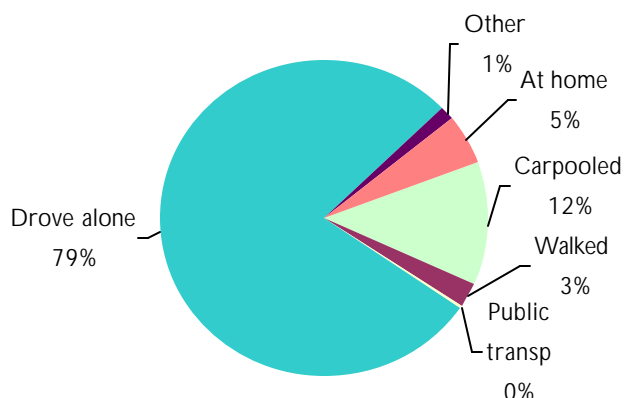


State of Wisconsin - Adams County

Note - Although the 1990 Census Commuting Pattern numbers have not yet been updated by the recent 2000 Census, we do not anticipate any significant changes in the general pattern of movement in Adams County, except for possible heavier commuting into Wood County to the north and possibly greater numbers traveling into Portage County, as well.

A look at the travel-to-work patterns of Adams County workers reveals some interesting things about Adams County workers and their driving habits. Not surprisingly, most people drive to work alone. This is the pattern in other places as well, (inside and outside of Wisconsin), even where carpooling is strongly encouraged. Just over ten percent of work drivers carpooled (how many in each car is not known). The percentage of people taking public transportation probably refers to taxi cabs and shuttle buses, as there is no public bus service in Adams County.

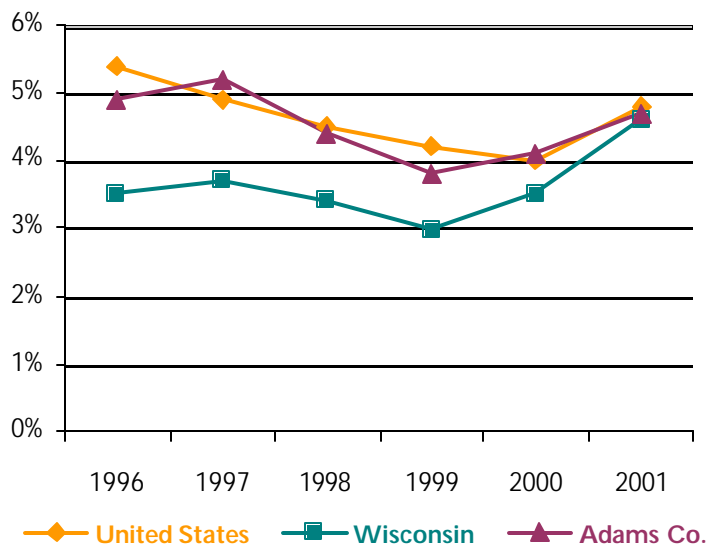
County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The rate of unemployment in Adams County in 2001 was certainly low when seen against many other areas of the state, and particularly when compared to 1996. This has not always been the case in this central Wisconsin county in past years, but it appears that Adams County is entering the new century with better employment opportunities. Jobs in health care, for example, will be increasing in years to come. Health care providers are among the largest in the county. As seen from a previous page, the rapid increase in the older population in Adams County will undoubtedly usher in changes in several industries—health and elder care being the chief among them. The one persistent problem with this projection is that occupations in health care throughout the state are going to be increasing amidst a serious labor shortage in these occupations. Considering the proximity of the Wisconsin Rapids and even Stevens Point labor markets, both of which have growing medical facilities, it would appear that the competition for health care jobs is going to increase.

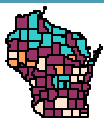
Unemployment Rate Comparison



Adams County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	7,400	7,800	8,200	7,800	8,000	8,100
Employed	7,000	7,400	7,800	7,500	7,600	7,700
Unemployed	360	400	360	290	330	380
Unemployment Rate	4.9%	5.2%	4.4%	3.8%	4.1%	4.7%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	3,315	3,555	3,874	3,909	3,978	3,997	0.5%	20.6%
Goods Producing	588	618	632	570	594	591	-0.6%	0.4%
Construction & Mining	135	148	174	149	161	162	0.8%	20.4%
Manufacturing	453	471	459	422	433	428	-1.1%	-5.6%
Durable	161	174	169	152	140	141	0.7%	-12.0%
Nondurable	293	296	290	269	292	287	-2.0%	-2.0%
Service Producing	2,727	2,937	3,242	3,339	3,384	3,406	0.7%	24.9%
Transportation, Communications & Utilities	140	145	155	164	174	189	8.5%	35.5%
Total Trade	680	694	751	845	931	937	0.6%	37.8%
Wholesale	77	73	75	96	99	113	13.2%	45.5%
Retail	603	621	676	749	832	824	-0.9%	36.8%
Finance, Insurance, and Real Estate	56	63	82	84	95	93	-1.7%	66.3%
Services & Misc.	766	947	1,105	1,073	1,018	1,035	1.7%	35.1%
Total Government	1,085	1,088	1,148	1,173	1,165	1,152	-1.2%	6.1%

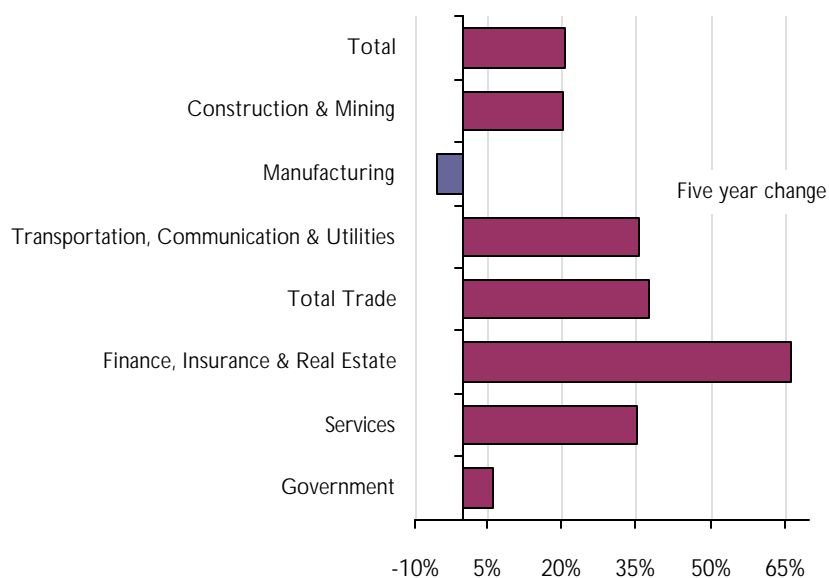
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

There are many elements, or industries, in the Adams County labor market. In terms of employment, service and misc. employs the most of any of the other sectors, although only a couple of years ago, trade surpassed them all. The greatest number of jobs in the trade sector are in retail trade, with a much smaller number in wholesale trade. This

higher percentage of jobs in retail than wholesale is the same in all the River District counties, not just Adams. This is because retail establishments are smaller and more numerous than larger wholesale sites, which usually store and distribute large volumes of goods of all kinds.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Manufacturing is not a large portion of the Adams County industrial landscape, compared to Wood, Portage, or Marathon Counties. However, many Adams County residents leave the county each day to work at manufacturing jobs elsewhere, mainly in Wood County to the north. Jobs in manufacturing are declining slightly. Between 1996 and 2001, about 25 manufacturing jobs disappeared. This may not seem like a lot, except that this loss occurred in a field of only about 450 jobs.



State of Wisconsin - Adams County

Top 10 Employers

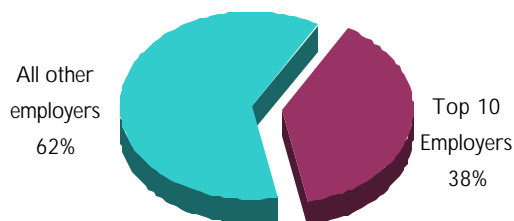
Company	Product or Service	Size
Adams-Friendship Public School	Public Education	250-499
Oxfor Prison	Federal Lockup	250-499
County of Adams	County Public Employment	250-499
Castle Rock Container	Paper Products	100-249
Chula Vista	Health Care Provider	100-249
Adams County Memorial Hospital Assn	Health Care Provider	100-249
Villa Pines Living Center	Health Care Provider	100-249
Spencer IGA	Retail Food & Sundry	100-249
Terrace Homes	Prefabricated Buildings	50-99
Potato World	Food Processing	50-99

Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Justice, Public Order, and Safety	*	*	*	*
Educational Services	*	*	*	*
Health Services	8	317	-10	-10
Paper and Allied Products	*	*	*	*
Eating and Drinking Places	33	245	9	9
Hotels and other Lodging Places	*	*	*	*
Electric, Gas, and Sanitary Services	5	153	23	23
Executive, Legislative, and General	14	137	11	11
Automotive Dealers & Service Stations	15	125	-8	-8
Food Stores	*	*	*	*

*data suppressed to maintain confidentiality

**Top 10 Employers' Share of
Nonfarm Employment**



**Top 10 Industry Group Share
of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

Most of the private sector employees in the Adams County area employ fewer than 80-100 people at each site. There are few large employers with employment levels of 200 to 300 people, as there are in areas like Wood or Portage counties. Additionally, Adams County is largely a rural area with agriculture, especially vegetable growing, playing an important role. The larger industries in Adams County are in the manufacturing and the health care sector.

Health care accounts for a little over 300 jobs in the area, which is a somewhat higher number than is usually found in a rural county this size. Many of these jobs are in residential and nursing home care, another fact that probably lends credence to the notion that Adams County is a retirement destination.



State of Wisconsin - Adams County

Annual average wages for workers in Adams County in 2002 were about \$24,700 per year. This compares well with neighboring areas, but is about 20 percent below the state average compared to 22 percent below a year ago.

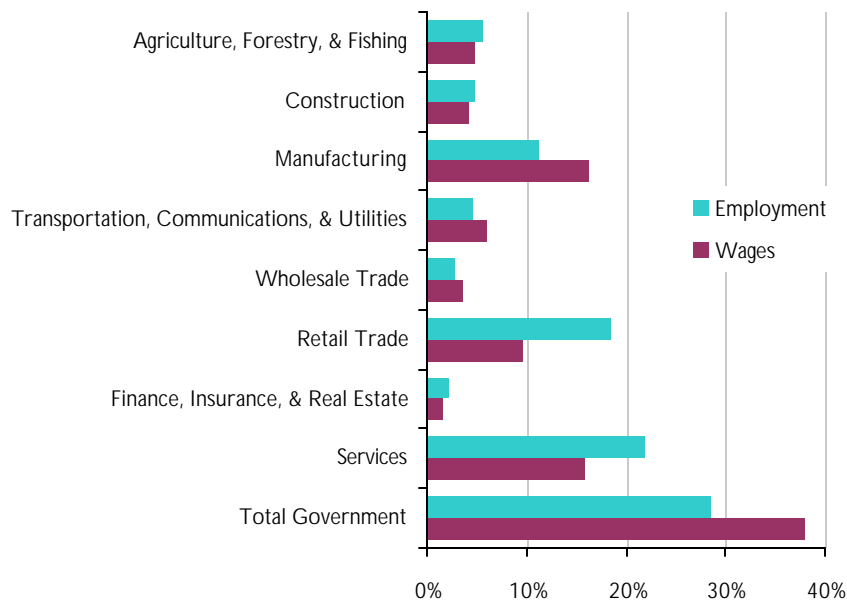
In Adams County, as in every other county of the state, earnings vary greatly between different industries. The top paying industries may differ in some counties, but generally speaking, those industrial sectors containing the largest number of profes-

sional or union workers will be on the upper end of the income scale.

In Adams County, as in so many other places, the manufacturing sector shows the greatest average annual wage. This industry is not the largest numerically, but it contains businesses with a more highly organized workforce.

The three largest elements of the industrial landscape in Adams County are government, retail trade and services employment. Excluding the former industry, these latter two industries contain some of the lowest paying occupations in the Wisconsin labor market. That pattern is generally due to more part time jobs than other industries, plus more entry level jobs. Employment in the service sector in Adams County is increasingly in retirement centers and nursing homes, as this area of the state continues to attract more retirees. Although pay in the service sector is relatively low, it has increased by over 13 percent over the last five years and average annual wages will increase more as a skilled health care work force makes its appearance in the county. Trade, by contrast, has increased the least in the last five years.

Employment & Wage Distribution by Industry Division



Annual Average Wage By Industry Division

	Adams Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 24,727	\$ 30,922	80.0%	1.1%	12.8%
Agriculture, Forestry, & Fishing	\$ 21,364	\$ 22,565	94.7%	7.8%	22.0%
Construction	\$ 21,554	\$ 39,011	55.3%	-5.6%	18.8%
Manufacturing	\$ 35,791	\$ 39,739	90.1%	-2.6%	10.7%
Transportation, Communications, & Utilities	\$ 32,376	\$ 36,639	88.4%	4.2%	8.1%
Wholesale Trade	\$ 31,499	\$ 40,521	77.7%	3.4%	17.5%
Retail Trade	\$ 12,948	\$ 14,596	88.7%	3.7%	24.6%
Finance, Insurance, & Real estate	\$ 18,541	\$ 40,933	45.3%	1.9%	18.2%
Services	\$ 17,946	\$ 28,775	62.4%	2.0%	13.1%
Total Government	\$ 32,998	\$ 33,785	97.7%	2.2%	14.9%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

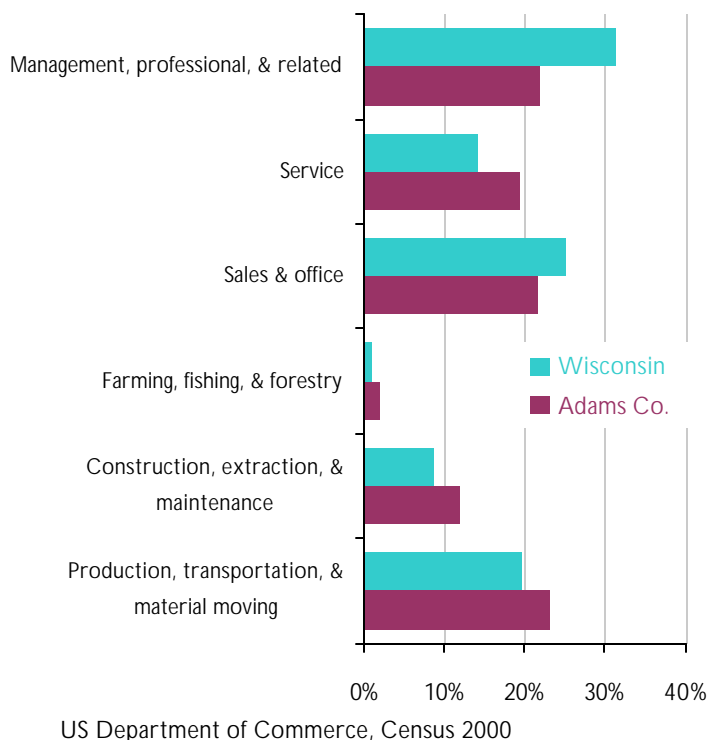


Occupation and Education Characteristics of County Population

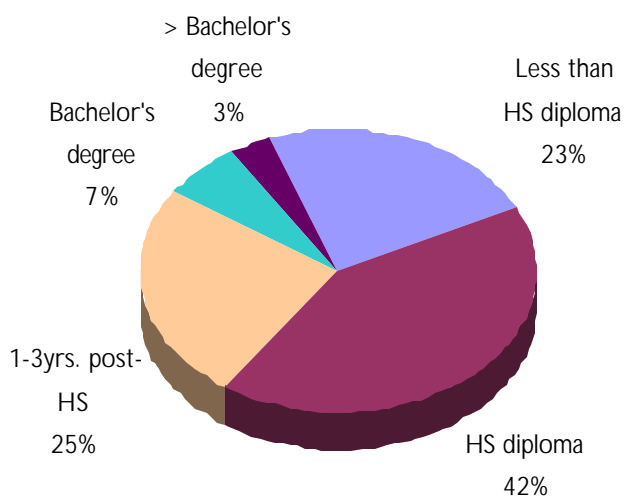
It should not be surprising that the occupational profile of Adams County is going to be different than that of the state, or most other counties, for that matter. Taking a close look at the occupational makeup of any area—county, city, state—especially when making comparisons with other areas can tell us a few things about what the working people there are busy with, which industries are prominent in the area, and by extension, what the needs of the businesses involved are going to be as far as worker skills are concerned. What this often means is that the educational attainment of workers in that area, is an important factor in the lure, development and expansion of businesses that desire particular skill sets, experience and education.

In a general sense, it may be hard to tell which comes first, the need for certain skills in any given labor market, or the aspirations and career plans of individuals. That would depend on the point of view one takes. But ultimately, people go where the jobs are, which may help to explain the current “brain drain” phenomenon in Wisconsin. When we look at Adams County and compare its collective educational attainment with the residents’ employment by occupation,

Employment by Occupation Group: 2000



Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

what link exists (if any) between them? Not surprisingly, the majority of people have a high school diploma, with about a quarter not having graduated.

Beyond high school, another quarter have taken further study, the majority of these probably in areas of vocational preparation. College graduates compose about 10% of the population aged 25 and over.

The number of professional level occupations in Adams County are about 10 percent lower than the state average, whereas jobs in the service sector and those occupations in the general areas of production work, material handling, construction, maintenance, etc., are somewhat above average. This may roughly accord with the educational profile of the county, with its somewhat smaller number of highly educated workers compared to the 75% or so of high school grads and below.



County Income Information

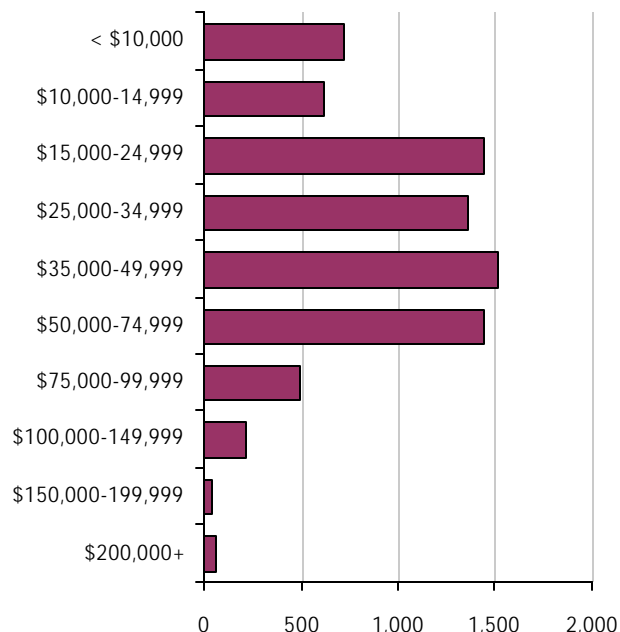
Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Adams County's per capita income ranked one of the last of Wisconsin's 72 counties during 2000.

Per capita income can be influenced by the number of wage earners, average family size, and is just as much a product of population dynamics as the dollars themselves. Per capita income can influence the type of services and housing available within a county. Over the past six years, Adams County per capita income has increased by about \$6,000 and wages earned in Adams County have increased by about 20 percent. (This certainly compares well with the period of 1994—1998, when the increase was about 18 - 19 percent.) The wide difference between these two levels is due to various types of non-wage income, benefits, and payments not related to earned wages.

Wages paid for work within a county can impact the type of goods and services purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. Adams County net earnings from jobs do not compare well to the state and to the nation, as does the area of transfer payments. Transfer payment in this respect probably come in the form of social security

Households by Income Range

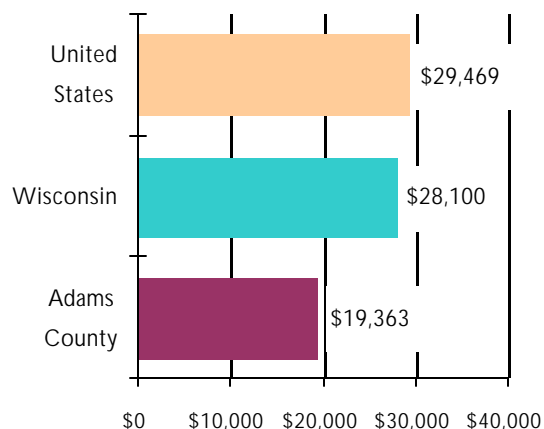
Median household income in Adams Co. \$33,408



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

disbursements. One of the key advantages of this income measure is that it shows that income comes from a variety of sources besides job wages, or retirement benefits. Dividends, interest and rental income also make up a good share of Adams County income.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

